



# FUNDRAISING CONTENT CO-ORDINATOR (ACQUISITION)

## About Soi Dog Foundation:

Soi Dog Foundation is the largest animal welfare organisation in Asia dedicated to helping stray dogs and cats. Soi Dog Foundation sterilises, vaccinates, administers medical treatment, shelters, promotes the adoption of stray dogs and cats in Thailand, and runs education programmes on animal welfare. Soi Dog Foundation is also actively working to end the South East Asia dog and cat meat trade. Our mission is *'To improve the welfare of dogs and cats in Asia, resulting in better lives for both the animal and human communities, to create a society without homeless animals, and to ultimately end animal cruelty'*. The values we rate are passion, compassion, honesty and transparency. To find out more about Soi Dog please visit: [www.soidog.org](http://www.soidog.org)

## Job Summary

This is an exciting time to join Soi Dog, as we have plans in 2025 to scale our international fundraising and marketing, as well as accelerate our programme growth in Thailand and beyond. The Fundraising Content Coordinator (Acquisition) will play a vital role in supporting the Individual Giving Manager (Acquisition) to implement and optimise our digital acquisition campaigns. This role focuses on developing compelling creative content for our Meta advertising program and broader paid acquisition channels, with particular emphasis on growing our donor base through effective targeting, creative testing, and performance optimisation.

## Duties and Responsibilities

### Digital Acquisition Strategy & Implementation

- Independently manage and execute the day-to-day operations of existing Meta and PPC channels
- Take initiative in coordinating creative development for Meta (Facebook/Instagram) advertising campaigns
- Develop compelling ad creative that resonates with different audience segments
- Implement and manage testing strategies to optimise acquisition performance
- Develop acquisition propositions and cases for support for existing channels
- Maintain campaign planning documentation and performance tracking

### Creative Content Development & Coordination

- Write engaging ad copy for Meta and PPC channels
- Lead content gathering initiatives including animal stories and impact reports
- Collaborate with the Visual Creative team to develop acquisition assets
- Ensure brand consistency across all materials
- Develop tailored content for different target audiences
- Maintain and manage a content calendar for all acquisition communications

### Meta Advertising Management

- Independently develop and implement Meta advertising campaigns for existing channels
- Create and optimise ad sets for different audience segments
- Proactively monitor campaign performance and make optimisation decisions
- Maintain acquisition KPIs and performance metrics
- Develop and refine audience targeting strategies

### Digital Campaign Support

- Coordinate with the media buying agency for implementation of PPC campaigns across search and display networks
- Lead landing page optimisation for conversion
- Coordinate website updates related to acquisition campaigns
- Track digital campaign performance and produce analytical reports
- Build and optimise landing pages and donation forms
- Integrate acquisition messaging across digital channels

## **Analysis & Reporting**

- Independently track and analyse acquisition performance metrics
- Take initiative in analysing new donor patterns
- Identify opportunities to increase acquisition efficiency
- Prepare comprehensive campaign reports for management review
- Monitor and optimise cost-per-acquisition and return on ad spend
- Develop data segmentation strategies for acquisition campaigns

## **Relationship Management**

- Serve as the primary day-to-day contact for our paid media agency partners
- Build and maintain strong working relationships with the media buying agency to ensure alignment between creative strategy and buying strategy
- Coordinate cross-departmental relationships internally
- Communicate campaign results and insights effectively to both internal stakeholders and agency partners
- Facilitate regular review meetings with the agency to evaluate performance and plan future campaigns

## **Skills**

### **Essential**

- Experience in digital marketing or advertising content creation
- Strong writing and editing skills with attention to detail
- Experience working with media agencies and managing agency relationships
- Practical knowledge of Meta Business Manager and digital marketing channels
- Excellent organisational and planning skills
- Strong attention to detail and ability to manage multiple deadlines
- Experience with digital advertising platforms (e.g., Meta Ads Manager, Google Ads)
- Passion for animal welfare

### **Desirable**

- Experience in or understanding of digital fundraising
- Experience in charity sector marketing
- Knowledge of landing page optimisation and conversion rate optimisation
- Understanding of fundraising regulations and best practices
- Experience with CRM systems

## **Key Information**

### **Working Hours and Location**

- This position will be based at Soi Dog's headquarters in Mai Khao, Phuket in Thailand.
- Working hours are five-day a week, 40 hours per week with two days off.

### **Additional Information**

- 19 annual holidays (including Thai National Holidays) rising annually on an incremental scale
- Annual Salary Adjustment
- Social Security
- Provident Fund
- Uniform provided
- Visa and work permit

### **To Apply**

Please send your CV and a cover letter detailing your suitability for this role to [hr@soidog.org](mailto:hr@soidog.org)

Short-listed candidates will be notified by email